

Northern Virginia Regional Commission

Documentation of reaching desired targets for “Only Rain” Campaign.

Advertising during period of July 1, 2015 through June 30, 2016

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NORTHERN VIRGINIA REGIONAL COMMISSION

This document provides support that 20% of each target audience has been reached by the advertising campaign enacted by the Northern Virginia Regional Commission.

This is the third year that the Northern Virginia Regional Commission “Clean Water Partners” have partnered with Comcast Spotlight to target localities in Virginia. In support of the “Only Rain” campaign, we have targeted localities in the following counties:

- Alexandria
- Arlington
- Fairfax County
- Fairfax City
- Falls Church
- Loudoun County
- Stafford County

In targeting these areas, the Potomac geographic super zone, Alexandria trade zone, Fairfax County-Reston trade zone and the Fairfax North, South and West trade zones were used to reach target customers for three segments of residential customers:

- Lawn Care (fertilizers)
- Personal Auto Care (oils and lubricants)
- Pet Waste (dog waste)

In this campaign, English Language Networks, Spanish Language Networks and the digital platforms Xfinity.com, Cox.com, ERN (Extended Reach Network) and CSV+ were used to further reach customers within these segments across each locality. For high impact placement, unique opportunities such as Home Page Takeovers, Sports and the Olympics. However, due to limitations of data, only the English Language Networks and Xfinity.com are included for in-depth analysis.

Please note that Dumfries receives coverage from the Potomac super zone, but is not included in the analysis due to a limitation of data.

We will be reference the 2015 analysis provided to the Northern Virginia Regional Commission as “the 2015 study.” Additionally, the 2015 points of analysis have been included in the appendix.

Trade Zone Definitions:

The Fairfax County trade zone represents Cox Cable households in the county of Fairfax and independent cities of Fairfax City and Falls Church. This trade zone additional represents Comcast households in the city of Reston.

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The Fairfax Zone (syscode 9794) trade zone used in the 2015 study represented Verizon FiOS households in the county of Fairfax and independent cities of Fairfax City and Falls Church. In Fall 2016, the Fairfax Zone trade zone was restructured into the following three (3) strategic trade zones for enhanced geographic targeting:

- Fairfax North
- Fairfax South
- Fairfax West

The Potomac super zone represents all Verizon FiOS households across the Greater Washington DC Region. This differs from the Fairfax trade zones in that the network offerings are expanded. For this analysis, we are limiting our scope of data to the counties/ independent cities of Arlington, Fairfax County, Fairfax City, Falls Church, Loudoun and Stafford

The Alexandria trade zone represents Comcast households in the independent city of Alexandria.

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Advertising Response for Target Groups

Similar to the analysis provided in both 2014 and 2015, an evaluation of advertising response was provided for each of the three targeted attribute groups in support of the “Only Rain” campaign. While not specific to waste disposal, these attribute groups should represent overall behavior by advertising medium.

The survey questions are from Ad-ology (a nationwide syndicated data service) and are phrased: “Where have you seen/heard an ad in the past 12 months that led you to take action? In 2015 and 2016, Ad-ology’s question requested response in the “past 12 months.” For the 2014 study, the question was “past 30 days.”

“Take action” is defined as: clicking on a banner ad, doing an Internet search, going to the advertiser's website, buying the product advertised, or calling/visiting the advertiser.

As the exact target attribute is not available, the most similarly defined attributes were used.

For Dog Waste: “Dog Owners” was used

For Lawn Care: “Personal Yard Care/ Landscaping Enthusiast” was used

For Auto Care: “Personal Car Maintenance/Restoration” was used

<u>Media</u>	<u>Dog Owners</u>		<u>Personal Yard Care/Landscaping Enthusiasts</u>		<u>Personal Car Maintenance /Restoration</u>	
	<u>Audience %</u>	<u>Rank</u>	<u>Audience %</u>	<u>Rank</u>	<u>Audience %</u>	<u>Rank</u>
Television (over-the-air, online, mobile or tablet)	63.6%	1	60.1%	2	67.6%	1
Ads/Coupons in your mailbox	60.8%	2	65.0%	1	64.5%	2
Sponsored search result (like on Google, Yahoo or Bing)	51.1%	3	48.3%	5	59.7%	3
Emailed ad or newsletter	50.1%	4	50.4%	4	54.4%	5
Newspaper (print, online, mobile or tablet)	49.6%	5	51.4%	3	54.5%	4
Ad on a social network	48.1%	6	40.2%	9	49.6%	10
Daily Deals (like Groupon or LivingSocial)	46.1%	7	43.8%	7	50.2%	8
Radio (over-the-air, online, mobile or tablet)	46.0%	8	41.1%	8	54.0%	6
Magazine (print, online, mobile or on tablet)	45.6%	9	37.9%	10	50.9%	7
Mobile smartphone app or text message	45.0%	10	43.9%	6	49.6%	9

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In both 2015 and 2016, television advertising (over-the-air, online, mobile or tablet) ranked either #1 or #2 among each of the three attribute groups. In the 2014 study, television ranked #1 and internet banner advertising ranked #4 for each of the three attributes. Differences in the advertising response year over year may have been influenced by how the question is asked with more recent studies reflecting a multiscreen environment.

Selection of advertising properties (networks/platforms)

With television media and internet display and video advertising being among the advertising solutions that Comcast Spotlight offers our clients, we analyzed the three target attributes using the Scarborough Research syndicated data set for the Washington DC DMA (March 2015-March 2016 survey period). In conjunction to pricing this provides guidance on the networks to use. For Dog Waste, we used the attribute of "Own a Dog." We limited the analysis to the geographic scope identified by Clean Water Partners. This analysis is to show the selected properties helped achieve the target goal of 20% by attribute.

County Of Residence: Alexandria City, VA OR Arlington, VA OR Fairfax City, VA OR Fairfax, VA OR Falls Church City, VA OR Loudoun, VA OR Stafford, VA

TARGET	A18+ Intab 2016
Lifestyle Characteristics: Own a Dog	513
Household Activities: Lawn Care	880
Unpaid/ Personal Labor: Anti-Freeze/Coolant OR Oil Filter/Oil Change	231

SOURCE: Scarborough Research- Washington DC DMA (Base Adults 18+), March 2015-March 2016 survey period.

The above survey respondents in tabulation ("Intab") are considered significant and therefore can be used for analysis.

Network	Lifestyle Characteristics			Leisure Activities Past 12 Months			Auto Repairs Past Year: Unpaid Labor		
	Own a Dog			Lawn Care			Anti-Freeze/Coolant OR Oil Filter/Oil Change		
	A18+ Reach	Reach %	Index	A18+ Reach	Reach %	Index	A18+ Reach	Reach %	Index
AEN -TV	95,372	23.0%	139	144,064	21.3%	129	37,160	17.8%	108
AMC -TV	65,741	15.9%	122	106,923	15.8%	121	26,060	12.5%	96
APL -TV	36,775	8.9%	81	70,894	10.5%	96	38,718	18.6%	169
BRVO-TV	44,098	10.6%	125	63,215	9.3%	110	24,718	11.8%	139
CMT -TV	12,271	3.0%	126	19,839	2.9%	125	3,924	1.9%	80
CNN -TV	106,002	25.6%	104	196,988	29.1%	118	38,918	18.6%	76
CSNM-TV	27,875	36.0%	138	50,450	65.1%	154	12,644	16.3%	125

COX.COM	28,893	7.0%	203	50,871	7.5%	219	16,223	7.8%	226
DIY -TV	25,664	6.2%	133	52,554	7.8%	167	3,145	1.5%	32
DXD -TV	415	0.1%	68	1,170	0.2%	118	0	0.0%	0
ENT -TV	44,492	10.7%	142	38,490	5.7%	75	20,487	9.8%	130
ESPN-TV	146,023	35.2%	122	249,236	36.9%	128	43,793	21.0%	73
FOOD-TV	79,411	19.2%	118	135,151	20.0%	123	37,621	18.0%	111
FS1 -TV	47,118	11.4%	119	95,678	14.2%	148	25,754	12.3%	129
FX -TV	50,407	12.2%	91	97,893	14.5%	108	30,246	14.5%	108
FXNC-TV	74,571	18.0%	114	159,221	23.5%	149	25,629	12.3%	78
HALL-TV	42,765	10.3%	105	64,170	9.5%	97	18,562	8.9%	91
HIST-TV	94,280	22.7%	107	183,554	27.1%	127	40,178	19.2%	90
HLN -TV	11,112	2.7%	77	25,174	3.7%	107	5,667	2.7%	78
LMN -TV	15,257	3.7%	88	25,632	3.8%	91	8,043	3.9%	93
MNBC-TV	32,839	7.9%	83	82,372	12.2%	128	7,539	3.6%	38
MTV2-TV	7,318	1.8%	81	12,579	1.9%	85	3,364	1.6%	74
NGC -TV	54,402	13.1%	92	107,860	16.0%	112	22,551	10.8%	76
NICK-TV	5,837	1.4%	29	13,283	2.0%	40	15,806	7.6%	155
OWN -TV	9,941	2.4%	78	19,035	2.8%	92	6,971	3.3%	109
OXYG-TV	11,242	2.7%	98	10,162	1.5%	54	3,238	1.6%	56
SPK -TV	16,161	3.9%	57	61,619	9.1%	134	16,099	7.7%	114
SYFY-TV	26,627	6.4%	69	83,472	12.3%	132	24,853	11.9%	128
TOON-TV	5,085	1.2%	29	22,143	3.3%	77	10,021	4.8%	112
TRU -TV	18,615	4.5%	103	35,418	5.2%	121	5,040	2.4%	56
TVL -TV	25,075	6.0%	119	33,721	5.0%	98	7,338	3.5%	69
USA -TV	93,837	22.6%	130	108,098	16.0%	92	41,425	19.8%	114
VH1 -TV	15,455	3.7%	70	18,445	2.7%	51	6,193	3.0%	56
WETV-TV	7,074	1.7%	81	11,141	1.6%	78	4,906	2.4%	112
XFINITY/Comcast	67,988	16.4%	67	90,093	13.3%	54	42,016	20.1%	82

These 31 television networks and online digital properties were used to reach NVRC's desired targeted groups. These commercials did not air on each network simultaneously, and differed by trade zone and by month.

The Spanish language networks of Galavision (GALA), CNN en Español (CNNE), ESPN Deportes (ESPD) and FOX Deportes (FOX) were utilized to target the Hispanic audiences within the target localities.

Additionally, CSV+ was utilized in conjunction with Xfinity.com. Cox.com and Verizon.net to reach the target audiences. CSV+, a video ad network, provides another opportunity to reach all audiences regardless of Internet Service Provider. Both Spanish language networks and CSV+ were excluded from this analysis.

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The networks selected for the campaign either over-index or provide a large number of targeted viewers, who were reached at least one time. If a network indexes over 100 for an attribute, it suggests that the network is more likely to deliver that attribute compared to the general population. It is treated as an indicator of value and helps ensure that the campaign will deliver its message to a more qualified audience.

For television networks, the question is positioned as “viewed network past 7 days.” For Xfinity.com and Cox.com the question is positioned as “visited site past 30 days.” The data is collected via self-reporting by 5,767 respondents and is therefore treated as suggestive.

Overall Campaign Delivery


In order to understand performance, the overall number of television homes that viewed a commercial (household impressions) and the number of persons who were exposed to the digital display (person impressions) was analyzed for the period of July 1, 2015 to June 30, 2016.

The television household impressions are taken from Nielsen’s sample estimates for the Washington DC DMA or television marketplace. Since the estimates are derived from a sample, Spanish language networks did not have enough coverage area from which audience estimates could be provided. Therefore this analysis is limited to the English language networks for each zone as well as for internet banner advertisements.

Multiscreen Campaign Summary (07.01.15 – 06.30.16)

Multiscreen Campaign Summary	Total	
	Total Spots	Impressions
8 Geographic TV Ad Zones + Geo-targeted Digital Ad Impressions to Specific Northern VA Territories		
32 Targeted TV Networks	19,508	16,750,236
4 Spanish Networks	21,926	49,512
Online Impression	n/a	1,381,317
TOTALS	41,434	18,181,065

Total Spots and HH Impressions by Network

TOTAL SPOTS & IMPRESSIONS DELIVERED ON EACH NETWORK		
Networks 	Total Spots	Impressions
AEN	1,876	351,666
AMC	1,916	600,206
APL	1,312	1,077,492
BRVO	172	42,091
CMT	915	120,529
CNN	160	99,289
CSNM	316	106,498
DIY	915	74,823
DXD	397	468,342
ENT	1,915	429,929
ESPN	168	113,239
FOOD	160	61,799
FS1	397	270,593
FX	1,855	462,215
FXNC	160	161,479
HALL	1,302	1,946,985
HIST	160	29,049
HLN	1,312	447,084
LMN	681	670,407
MASN	6	438
MNBC	160	106,018
MTV2	397	147,334
NGC	1,312	704,029
NICK	391	1,177,303
OWN	2,276	887,258
OXYG	397	259,493
SPK	1,244	293,588
SYFY	1,312	776,096
TOON	1,302	2,829,691
TRU	397	138,100
TVL	1,035	1,050,927
USA	1,302	846,246
Grand Total	27,620	16,750,236

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Ad Zone Total Spots and HH Impressions by Network


POTOMAC ZONE		
Network	Total Spots	Impressions
AMC	63	156,278
APL	323	656,409
CMT	183	79,220
CSNM	95	76,319
DIY	183	44,779
DXD	140	246,241
ENT	63	105,118
FS1	140	138,052
HALL	319	1,246,692
HLN	323	261,469
LMN	198	376,883
MASN	3	382
MTV2	140	75,925
NGC	323	431,237
NICK	138	592,264
OWN	330	402,847
OXYG	140	131,950
SPK	63	100,950
SYFY	323	486,943
TOON	319	1,748,621
TRU	140	73,370
TVL	268	570,728
Grand Total	4,217	8,002,677

POTOMAC ZONE		
Network	Total Spots	Impressions
CNNE	221	-
ESPD	222	34,354
FOXD	102	-
GALA	225	-
Grand Total	770	34,354

ALEXANDRIA ZONE		
Network	Total Spots	Impressions
AEN	142	16,170
AMC	142	20,414
APL	117	230,675
DXD	117	209,068
ENT	142	13,821
FS1	117	112,179
FX	139	18,675
HALL	115	216,529
HLN	117	111,282
LMN	117	238,350
MTV2	117	57,653
NGC	117	144,980
NICK	115	497,127
OWN	259	157,161
OXYG	117	113,893
SPK	142	11,992
SYFY	117	143,190
TOON	115	504,544
TRU	117	53,675
TVL	118	331,205
USA	98	32,343
Grand Total	2,697	3,234,926

ALEXANDRIA ZONE		
Network	Total Spots	Impressions
CNNE	221	-
ESPD	222	2,371
FOXD	102	-
GALA	225	-
Grand Total	770	2,371

FAIRFAX COUNTY (COX) ZONE			
Network		Total Spots	Impressions
AEN		672	148,333
AMC		682	199,131
APL		323	95,554
BRVO		43	13,249
CMT		183	15,091
CNN		40	31,254
CSNM		95	10,899
DIY		183	10,603
DXD		140	13,033
ENT		681	149,085
ESPN		42	35,645
FOOD		40	19,453
FS1		140	20,362
FX		627	184,101
FXNC		40	50,830
HALL		319	187,387
HIST		40	9,144
HLN		323	36,188
LMN		198	29,336
MASN		3	56
MNBC		40	33,372
MTV2		140	13,756
NGC		323	53,177
NICK		138	87,912
OWN		781	175,402
OXYG		140	13,650
SPK		514	109,511
SYFY		323	71,627
TOON		319	249,650
TRU		140	11,055
TVL		268	87,069
USA		427	331,268
Grand Total		8,367	2,496,183

FAIRFAX COUNTY (COX) ZONE			
Network		Total Spots	Impressions
CNNE		4,593	-
ESPD		4,614	12,787
FOXD		1,922	-
GALA		4,500	-
Grand Total		15,629	12,787

FAIRFAX ZONE (VERIZON)		
Network <input type="button" value="▼"/>	Total Spots	Impressions
AEN	63	26,603
FX	63	34,749
USA	45	72,778
Grand Total	171	134,130

FAIRFAX NORTH / SOUTH / WEST (VZ)	
Overview	
Zone <input type="button" value="▼"/>	Total Impressions
FAIRFAX NORTH	995,827
FAIRFAX SOUTH	1,095,032
FAIRFAX WEST	791,461
Grand Total	2,882,320

FAIRFAX NORTH / SOUTH / WEST (VZ) (all 3 Zones combined)		
Zone	Spots per Zone	Total Impressions
AEN	333	160,560
AMC	343	224,383
APL	183	94,854
BRVO	43	28,842
CMT	183	26,218
CNN	40	68,035
CSNM	42	19,280
DIY	183	19,441
ENT	343	161,905
ESPN	42	77,594
FOOD	40	42,346
FX	342	224,690
FXNC	40	110,649
HALL	183	296,377
HIST	40	19,905
HLN	183	38,145
LMN	56	25,838
MNBC	40	72,646
NGC	183	74,635
OWN	302	151,848
SPK	175	71,135
SYFY	183	74,336
TOON	183	326,876
TVL	127	61,925
USA	244	409,857
Grand Total	4,056	2,882,320

FAIRFAX NORTH / SOUTH / WEST (VZ) (all 3 Zones combined)		
Zone	Spots per Zone	Total Impressions
CNNE	1,558	-
ESPD	1,579	-
GALA	1,620	-
Grand Total	4,757	-

Nielsen Company –Washington DC Live+SD data extrapolated through Strata CablePost. Strata uses its NuMath methodology to derive zone based estimates

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For the English language networks, 19,508 total “:30” second commercials (or combined “:15” second commercials) aired, resulting in over 16.75 million television Household Impressions delivered during this campaign. These figures should also be treated as suggestive as they are derived from the Nielsen television sample for the entire Washington DC TV market for the period of July 1, 2015 through June 30, 2016. Additionally, 21,926 “:30” second commercials on Spanish language networks for a total of 41,434 commercial units. It should be noted that the significant increase in total commercials compared to 2015 is a direct result of the restructuring of the single Verizon Fairfax Zone into three distinct hyper-targeted Zones: Fairfax North, Fairfax South and Fairfax West. Furthermore,

Please note that the 8.03 million impressions delivered by the Potomac Super Zone include areas outside of the target localities. This includes homes in the District of Columbia, parts of Maryland, and the Virginia areas of Spotsylvania, Culpeper and Fredericksburg City.

In 2016, the digital products of Spotlight’s ERN (Extended Reach Network) were added to the media mix, allowing online display insertion on Verizon.net, in addition to the online advertising on Cox.com, Xfinity.com and CSV+. Unlike television, digital impressions have return path data and therefore we can guarantee those impressions during the month.

Digital Campaign Delivery by Product

FY 2016 Overall Digital Campaign Delivery			
Comcast Spotlight Digital Portfolio	Impressions Ordered	Impressions Delivered	Over/Under Delivery
TOTALS	1,210,144	1,381,317	171,173
2015 (July - Dec)			
Digital Product	Impressions Ordered	Impressions Delivered	Over/Under Delivery
COX ROS 300x250	180,072	256,852	76,780
CSV+ (Video Pre-Roll)	90,000	220,984	130,984
XFINITY ROS 300x250	180,072	92,557	(87,515)
TOTALS	450,144	570,393	120,249
2016 (Jan - June)			
Digital Product	Impressions Ordered	Impressions Delivered	Over/Under Delivery
COX ROS 300x250	240,000	232,667	(7,333)
CSV+ (Video Pre-Roll)	180,000	185,820	5,820
ERN (Verizon) 160x600	240,000	263,609	23,609
TOTALS	660,000	682,096	22,096
Unique Digital Opportunities			
24-Hour Sign-In Page Take-Over (Roadblock)	Estimated Impression Delivery	Actual Impression Delivery	Over/Under Delivery
Apr-16	50,000	63,799	13,799
May-16	50,000	65,029	15,029
TOTAL	100,000	128,828	28,828

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Overall, 1.38 Million impressions were delivered via geographic targeting to Northern Virginia. For most product types, the digital platforms outperformed what was the guaranteed number of impressions by month. Only two products under-delivered. However, the strong over-delivery of other products resulted in approximately 170,000 bonus/no-charge impressions beyond what was originally ordered.

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Campaign Performance –20% reach of target group

To understand the delivery of the overall campaign we created target logic to properly identify the audience we reach, using the below zone definitions and networks within. For the campaign delivery, the base for the calculation of reach is the adult population for the combined geographies in Northern Virginia. This was based on the actual delivery of the networks in each zone. For reporting purposes, we provided this as one estimate.

July 2015-June 2016			July 2015 - Sept 2015		
Potomac		Interconnect	Fairfax Zone (VZ)	Fairfax County (COX)	Reston
AMC	OWN	CNNE	AEN	AEN	AEN
APL	OXYG	ESPD	FX	AMC	AMC
CMT	SPK	FOXD	USA	ENT	ENT
CSNM	SYFY	GALA		ESPN	ESPN
DIY	TOON			FX	FX
DXD	TRU			SPK	OWN
ENT	TVL			USA	SPK
FS1					USA
HALL	CNNE			CNNE	
HLN	ESPD			ESPD	CNNE
LMN	FOXD			FOXD	ESPD
MTV2	GALA			GALA	FOXD
NGC					GALA
NICK					

Sept 2015 - June 2016					
Alexandria	Fairfax County (COX)		Fairfax North (VZ)	Fairfax South (VZ)	Fairfax West (VZ)
AEN	AEN	CNNE	AEN	AEN	AEN
AMC	AMC	ESPD	AMC	AMC	AMC
ENT	BRVO	FOXD	ENT	ENT	ENT
FX	CNN	GALA	FX	FX	FX
OWN	ENT		USA	USA	USA
SPK	ESPN				
USA	FOOD				
	FX				
	FXNC				
	HIST				
	MNBC				
	OWN				
	SPK				
	USA				

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Overall, more than 20% of each of the three attribute groups was reached at least one time through the utilization of the networks selected. When we add in the digital products of Xfinity.com and Cox.com - the respective home pages of each Internet Service Provider - the overall reach increases to over 75% of each targeted attribute groups.

County Of Residence: Alexandria City, VA OR Arlington, VA OR Fairfax City, VA OR Fairfax, VA OR Falls Church City, VA OR Loudoun, VA OR Stafford, VA

	Lifestyle Characteristics		Leisure Activities Past 12 Months		Auto Repairs Pst.Yr: Unpd.Labor-HH	
	Own A Dog		Lawn Care		Anti-Freeze/Coolant OR Oil Filter/Oil Change	
	Reach	Reach %	Reach	Reach %	Reach	Reach %
<i>Population of Target Area</i>	414,638	100.0%	676,165	100.0%	208,720	100.0%
2016 NVRC Campaign (Television only)	336,559	81.2%	564,318	83.5%	160,766	77.0%
2016 NVRC Campaign (TV & Online)	351,126	84.7%	581,950	86.1%	174,932	83.8%

Source: Scarborough Research- Washington DC DMA (Base Adults 18+), March 2015-March 2016 survey period

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Summary

Through use Comcast Spotlight's targeted media offerings; the data strongly supports the Clean Water Partners goal of reaching at least 20% of each target attribute among the defined geographies in Northern Virginia. This period evaluation greatly surpassed that of the 2014 and 2015 studies.

Attribute	2014 Study	2015 Study	2016 Study (Current)
Pet Waste (dog waste)	32.8%	53.4%	84.7%
Lawn Care (fertilizers)	31.9%	48.3%	86.1%
Personal Auto Care (oils and lubricants)	35.9%	45.3%	83.8%

Source: Scarborough Research- Washington DC DMA (Base Adults 18+), March 2015-March 2016 survey period

Much of this growth is due to the overall number of networks used during the July 1, 2015 through June 30, 2016 period, going from 19 networks in 2015 to 32 networks in 2016. However the amount of numbers being used at any given time was roughly the same. With the inclusion of the Spanish language networks and online display and video advertising, reach among your target attributes experienced additional growth. However, that impact cannot be quantified in this analysis due to limited available data.

While these results appear favorable for the attainment of goals, these are derived from samples and therefore have variance associated with the findings.

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Appendix

1. 2015 Advertising Response

<u>Media</u>	<u>Dog Owners</u>		<u>Personal Yard Care/ Landscaping Enthusiasts</u>		<u>Personal Car Maintenance/ Restoration</u>	
	<u>Audience %</u>	<u>Rank</u>	<u>Audience %</u>	<u>Rank</u>	<u>Audience %</u>	<u>Rank</u>
Television (over-the-air, online, mobile or tablet)	63.80%	1	61.20%	2	68.00%	1
Ads/Coupons in your mailbox	63.60%	2	66.60%	1	67.00%	2
Emailed ad or newsletter	54.10%	3	54.80%	3	60.80%	3
Sponsored search result (like on Google, Yahoo or Bing)	53.00%	4	49.90%	5	59.30%	4
Daily Deals (like Groupon or LivingSocial)	50.50%	5	46.00%	7	53.80%	5
Newspaper (print, online, mobile or tablet)	50.30%	6	53.70%	4	53.70%	6
Magazine (print, online, mobile or on tablet)	47.40%	7	46.20%	6	52.40%	8
Radio (over-the-air, online, mobile or tablet)	46.50%	8	42.40%	8	53.40%	7
Ad on a social network	46.40%	9	NA	NA	47.80%	10
Internet banner ad	45.40%	10	41.10%	9	51.80%	9

2. Selection of Advertising Properties

3. TARGET	A18+ Intab
Lifestyle Characteristics: Own a Dog	547
Household Activities: Lawn Care	943
Unpaid/ Personal Labor: Anti-Freeze/Coolant OR Oil Filter/Oil Change	1,386

Scarborough Research- Washington DC DMA (Base adults 18+), March 2014-February 2015 survey period

	Lifestyle Characteristics			Leisure Activities Past 12 Months			Auto Repairs Pst. Yr: Unpd. Labor-HH		
	Own A Dog			Lawn Care			Anti-Freeze/Coolant OR Oil Filter/Oil Change		
Cable Network:	Adults 18+ Reach	Reach %	Index	Adults 18+ Reach	Reach %	Index	Adults 18+ Reach	Reach %	Index
AEN -TV	94,032	21.6%	116	128,441	18.0%	97	216,119	19.1%	102
AMC -TV	69,343	16.0%	111	110,053	15.4%	107	149,588	13.2%	92
APL -TV	50,651	11.7%	102	78,170	11.0%	96	124,220	11.0%	96
CNN -TV	122,688	28.2%	113	192,800	27.1%	108	304,503	26.9%	107
CSNM-TV	18,870	4.3%	67	61,425	8.6%	133	82,936	7.3%	113
ENT -TV	47,767	11.0%	146	31,218	4.4%	58	82,336	7.3%	97
ESPN-TV	120,902	27.8%	101	208,777	29.3%	106	342,872	30.3%	110
FAM -TV	59,369	13.7%	106	59,428	8.3%	65	141,248	12.5%	96
FX -TV	84,762	19.5%	136	90,357	12.7%	88	155,558	13.7%	96
HGTV-TV	107,405	24.7%	122	166,255	23.3%	115	240,307	21.2%	105
HIST-TV	108,096	24.9%	103	198,724	27.9%	116	280,361	24.8%	103
HLN -TV	28,556	6.6%	160	32,739	4.6%	112	45,017	4.0%	97
MASN-TV	29,043	6.7%	82	85,132	12.0%	146	109,193	9.6%	118
NGC -TV	72,698	16.7%	109	127,958	18.0%	117	171,987	15.2%	99
OWN -TV	28,687	6.6%	133	33,162	4.7%	94	52,732	4.7%	94
OXYG-TV	14,464	3.3%	91	12,384	1.7%	47	40,262	3.6%	97
SPK -TV	40,008	9.2%	125	54,865	7.7%	105	91,696	8.1%	110
TOON-TV	15,060	3.5%	57	21,161	3.0%	48	72,211	6.4%	104
USA -TV	101,816	23.4%	109	147,028	20.6%	96	253,955	22.4%	105
XFINITY.COM	77,402	17.8%	107	96,225	13.5%	81	192,606	17.0%	102
COX.COM	26,118	6.0%	78	66,701	9.4%	122	84,193	7.4%	97

4. Overall Advertising Delivery

Television

	30 second units	Delivered Impressions 7/1/2014-6/30/2015
Total Household Impressions	6818	4,808,970
9794 Fairfax Zone	275	271,022
AEN	77	34,485
ESPN	19	29,445
FAM	17	40,687
FX	79	63,943
USA	55	84,559
Rotational spots	28	17,903
1581 Fairfax County	2297	602,155
APL	298	78,486
CNN	190	91,146
ESPN	152	116,179
FAM	18	21,557
HIST	188	67,635
AEN	154	16,086
AMC	154	23,461
ENT	154	12,825
FX	154	24,501
NGC	180	42,839
OWN	154	19,848
SPK	154	19,665
USA	108	47,300
Rotational spots	239	20,627
9555 POTOMAC	2568	3,831,722
AMC	77	152,431
APL	267	487,506
CSNM	11	4,962
ENT	303	635,727
HLN	231	297,974
MASN	87	55,666
OWN	77	131,574
OXYG	243	388,877
SPK	77	84,140
TOON	230	1,124,677
ESPN D	363	NA
GALA	357	NA
Rotational spots	245	468,188
0340 Alexandria, VA	714	104,071
AEN	77	7,853
AMC	77	10,394
APL	90	8,847
ENT	77	9,518
ESPN	31	8,759
FX	77	10,449
HGT V	22	10,218
OWN	77	7,651
SPK	77	5,801
USA	55	19,096
Rotational spots	54	5,485
6030, INTERCONNECT	964	-
CNN E	442	NA
ESPN D	445	NA
GALA	77	NA

Digital

2015	Xfinity.com		Cox.com		CSV +	
	300 x 250 In-Banner Video		300 x 250 In-Banner Video		In-Stream Video	
	(30,000 Impressions/Month)	+/-	(30,000 Impressions/Month)	+/-	(30,000 Impressions/Month)	+/-
March	33,374	3,374	33,098	3,098	31,212	1,212
April	33,119	3,119	31,699	1,699	30,622	622
May	33,069	3,069	30,252	252	30,360	360
June	33,099	3,099	33,063	3,063	30,452	452
	132,661	12,661	128,112	8,112	122,646	2,646

5. Campaign Performance

County Of Residence: Alexandria City, VA OR Arlington, VA OR Fairfax City, VA OR Fairfax, VA OR Falls Church City, VA OR Loudoun, VA OR Stafford, VA

	Lifestyle Characteristics		Leisure Activities Past 12 Months		Auto Repairs Pst.Yr: Unpd.Labor-HH	
	Own A Dog		Lawn Care		Anti-Freeze/Coolant OR Oil Filter/Oil Change	
	Reach	Reach %	Reach	Reach %	Reach	Reach %
<i>Population of Target Area</i>	434,602	100.0%	712,358	100.0%	171,596	100.0%
NVRC Campaign (Television only)	172,253	39.6%	251,713	35.3%	50,953	29.7%
NVRC Campaign (TV &Cox.com/Xfinity)	233,192	53.4%	344,117	48.3%	77,714	45.3%

Scarborough Research- Washington DC DMA (Base adults 18+), March 2014-February 2015 survey period